

FOR IMMEDIATE RELEASE



The Luxury Collection Expands in Canada with the Debut of Muir, a Luxury Collection Hotel, Halifax

The Luxury Collection honours Nova Scotia's rich heritage and maritime spirit, offering an unparalleled blend of refined luxury and deeply authentic local experiences.



High-resolution imagery available [here](#)

Halifax, Nova Scotia (April 16, 2025) – [The Luxury Collection](#), part of Marriott Bonvoy's portfolio of over 30 extraordinary hotel brands, today announces the introduction of **Muir, a Luxury Collection Hotel, Halifax** — marking the brand's continued expansion in Canada. The Nova Scotia hotel joins the brand's esteemed global portfolio, known for offering exceptional, authentic experiences rooted in the world's most captivating destinations.

The introduction of Muir, a Luxury Collection Hotel, Halifax, represents a significant milestone in the brand's continued expansion in Canada and reflects our commitment to offering travelers immersive experiences deeply rooted in local culture," says **Bruce Rohr, Vice President and Global Brand Leader, The Luxury Collection**. "True to its promise — Born of this Place — the hotel captures the spirit of Nova Scotia with striking authenticity. Its maritime heritage, coastal beauty, and vibrant local artistry are woven throughout the experience, offering guests a

rare opportunity to connect with Halifax in a way that is both meaningful and elevated — hallmarks of The Luxury Collection.”

Muir is proud to be the first property in Canada to transition from Marriott’s Autograph Collection to The Luxury Collection. This shift marks a significant milestone for both Muir and the region. The Luxury Collection’s guiding principle — to *Define a Destination* — aligns naturally with Muir’s founding vision of delivering a guest experience deeply connected to Nova Scotia’s culture, landscape, and identity. This rare designation within Marriott’s global portfolio reflects the consistently high standards of design, service, and guest experience that define Muir. More than a recognition of the hotel alone, this transition signals Atlantic Canada’s growing presence and recognition on the world travel stage.

Muir’s Journey – An Evolving Story, Told with Integrity

Since opening its doors in 2021, Muir has remained steadfast in its mission to offer a truly Nova Scotian experience. Every design element and guest touchpoint is informed by a deep sense of place — from the locally sourced materials and original artwork by regional artists to the custom furnishings handcrafted by Atlantic Canadian makers. Drift, the hotel’s signature restaurant, celebrates the region’s culinary traditions with a modern take on classic Atlantic Canadian cuisine. The True Colours Gallery continues to showcase the creative voices of the region, including an upcoming exhibition featuring works by renowned artist Tim Forbes. BKS, the hidden speakeasy reserved exclusively for hotel guests, offers an intimate cocktail experience inspired by Halifax’s rum-running past, with bartenders eager to share the local stories behind their creations. Above all, Muir is celebrated for its hospitality — gracious, intuitive, and deeply personal. It is the kind of welcome that cannot be taught, only lived.

New Experiences That Invite Deeper Discovery

With the transition to The Luxury Collection, Muir is introducing a new suite of guest experiences designed to further engage travelers with the land, culture, and stories of Nova Scotia. The *Cape Breton Highlands by Air & Sea Expedition* is a curated, full-day journey into one of the province’s most remote and breathtaking landscapes. *The Boom at Noon* offers guests a daily toast connected to Halifax’s historic Noon Gun tradition, fostering a sense of connection and shared experience. Additional offerings like the *Maritime Mixology Masterclass* and *True Colours Art Evenings* provide immersive opportunities for guests to explore regional craft, creativity, and storytelling in meaningful, memorable ways.

For more information or to book a reservation, visit <https://www.marriott.com/en-us/hotels/YHZLC>.

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ABOUT MUIR, A LUXURY COLLECTION HOTEL, HALIFAX

Inspired by the enduring spirit, culture, and character of Nova Scotia, Muir offers a refined, distinctly local hospitality experience. Located within Queen’s Marque, Halifax’s most dynamic new district, the hotel sits directly on the waterfront and offers unparalleled ocean access. Each of Muir’s 109 rooms and suites feature bespoke, made-in-Canada furnishings and original Nova Scotia art. Signature amenities include elevated regional dining, a private speakeasy (BKS), an

ultra-premium wellness centre with a salt room and vitality pool, access to a private yacht and motorboat, and the True Colours Art Gallery — a cultural hub showcasing contemporary works from across Atlantic Canada.

ABOUT THE LUXURY COLLECTION HOTELS & RESORTS

The Luxury Collection® is comprised of world-renowned hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's charms and treasures. Originated in 1906 under the CIGA® brand as a collection of Europe's most celebrated and iconic properties, today The Luxury Collection brand is a glittering ensemble of over 120 of the world's finest hotels and resorts in over 40 countries and territories. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information and new openings, visit theluxurycollection.com or follow Instagram and Facebook. The Luxury Collection is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on Marriott Bonvoy Moments and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit www.marriottbonvoy.com.

ABOUT MARRIOTT BONVOY®

Marriott Bonvoy's extraordinary portfolio offers renowned hospitality in the most memorable destinations in the world, with more than 30 brands that are tailored to every type of journey. From The Ritz-Carlton and St. Regis to W Hotels and more, Marriott Bonvoy has more luxury offerings than any other travel program. Members can earn points for stays at hotels and resorts, including all-inclusive resorts and premium home rentals, and through everyday purchases with co-branded credit cards. Members can redeem their points for experiences including future stays, Marriott Bonvoy Moments™, or through partners for luxurious products from Marriott Bonvoy Boutiques®. To enroll for free or for more information about Marriott Bonvoy, visit marriottbonvoy.com.

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